

Jig.

sponsorwise My Sponsorwise Browse Search About Us

TM sponsorwise

[Join now!](#)

Register offers several advantages for both Sponsors and Sponsorship Properties.

FOR SPONSORS:
Easy access to a comprehensive advertising

opportunities for Sponsorships.

FOR SPONSORSHIP PROPERTIES:
This is an ideal

business outlet for you listing every day.

For the first time

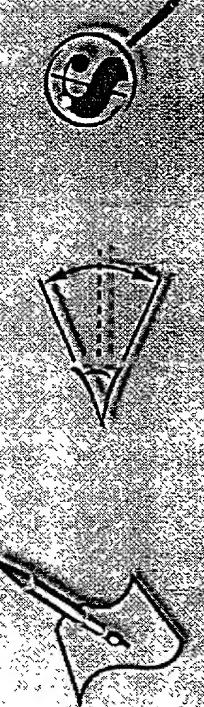
Sponsorwise is uniting the global sponsorship marketing community in one easy-to-use marketplace.

[REGISTER](#)

WE BUY

TAKE THE TOUR

REGISTER NOW



Browse Select Browse Category

Search

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sponsorwise

Registration Form

Sponsorwise, the preeminent website for sponsorship opportunity presentation and management, will launch in the first quarter of 2001.

You have the opportunity to benefit as a Charter Subscriber if you act now. This offer is only available to the first 300 subscribers.*

- 1 Your property (event) will be listed as a Charter Subscriber.
- 2 Your property will be listed on a complementary basis for the first six months of 2001.
- 3 Subject to your final approval, there will be a listing fee established following the first six months of 2001.

Please complete the registration form below.

An asterisk (*) indicates required items.

Login Information

*UserName:

Your UserName must be at least 6 characters in length.

* Password:

Verify Password:

Please note that capitalization matters for the password.

* Password Question: [Select a question to answer]

* Answer:

If you forget your password we will identify you with this information. You will need to remember this answer exactly as it is typed above.

Jig. 2

Contact Information

* First Name	<input type="text"/>	Middle Initial	<input type="text"/>
* Last Name	<input type="text"/>	Division	<input type="text"/>
Title:	<input type="text"/>	Address Line 1	<input type="text"/>
* Company/ Organization	<input type="text"/>	Address Line 2	<input type="text"/>
* Address Line 1	<input type="text"/>	* City	<input type="text"/>
* State/Territory or Province	<input type="text"/>	* Zip Code/ Postal Code <small>Required for US and Canadian addresses only</small>	<input type="text"/>
* Country	<input type="text"/>	United States of America	<input checked="" type="checkbox"/>
Other <small>Please complete if Other selected as Country above</small>	<input type="text"/>	Main Phone:	<input type="text"/>
		Extension:	<input type="text"/>
Alternate Phone:	<input type="text"/>	Fax:	<input type="text"/>
Facsimile:	<input type="text"/>	Email Address:	<input type="text"/>
Confirm Email Address:	<input type="text"/>		

LJ 3

Fig A.

Profile Information	
What is your primary role regarding Sponsorship properties?	<input type="radio"/> "Buyer" only <input type="radio"/> "Seller" only <input type="radio"/> Both, but primarily a "Buyer" <input type="radio"/> Both, but primarily a "Seller"
What is your organization's primary business activity?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
What is your primary area responsibility?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
How did you hear about Sponsorwise?	<input type="checkbox"/> Web Ad <input type="checkbox"/> Other
Please indicate the amount of Sponsorship dollars that you seek annually:	<input type="checkbox"/> less than \$1,000 <input checked="" type="checkbox"/> \$1,000 - \$2,500 <input type="checkbox"/> \$2,500 +
Please indicate the amount of Sponsorship dollars that you spend annually:	<input type="checkbox"/> less than \$1,000 <input checked="" type="checkbox"/> \$1,000 - \$2,500 <input type="checkbox"/> \$2,500 +

Lip 5

Payment Information

* Credit Card Type: VISA MasterCard American Express Discover

* Credit Card Number:

* Cardholder Name:

* Expiration Date: Month Year

* Billing Address Line 1:

Billing Address Line 2:

* City:

* State/Territory or Province:

* Zip Code/Postal Code:
Required for US and Canadian Addresses Only

* Country: United States of America

* Other:

Please complete if "Other" selected as Country above.

Registration Confirmation

Your registration is complete. Thank you!

[Click here to login to Sponsorwise](#)

Start enjoying the many benefits and services right now!

[Sponsorwise](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [Feedback](#) | [Email](#)

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Fig 6.

Jig

Sponsorwise

Sponsorwise Login

User Name:

Password:

Remember me

LOGIN

[Click here if you have forgotten your password or having trouble logging in.](#)

[New users should click here to register.](#)

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[Browse](#)

[Search](#)

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[Wednesday, October 18, 2000](#)

[Front Page](#) | [Property Manager](#) | [RFP Board](#) | [Messages](#) | [My Account](#)

Good Evening
Dave Sullivan of
First Night International

Current Profile:
Boston 2001 Seller
[Edit Profile](#) | [Create A Property](#) | [Wise Promotions](#) | [Consulting Services](#)

Property Manager
[RFP Board](#) | [Messages](#) | [My Account](#)

Favorites

Notification

[New RFP](#) | [Subject](#) | [Received](#)
 [RFP Auto Search has found an RFP that matches your profile](#) | [Fri 9/21/00 2:22:PM](#)

[Saved Search: New matches to saved search "2001 Events"](#) | [Thu 9/21/00 12:45:PM](#)

[RFP Auto Search has found an RFP that matches your profile](#) | [Wed 9/20/00 7:08:AM](#)

[Unsold Inventory: Two Week Notice \(Columbus Day Parade\)](#) | [Tue 9/19/00 10:28:AM](#)

FILE

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Tig. 9

Sponsorwise

RFP From Anonymous Buyer

My Sponsorwise > RFP Board > RFP

Overview

Audience Description

Marketing Opportunities

Contact Information

Company/ Business Type:

Internet-based organization

Business Type:

Marketing opportunities and management.

Market Description:

Sponsorship marketing services company aimed at progressive companies looking to enhance sponsorship

marketing opportunities and management. Main focus of activity is creating brand awareness in new market area--

East Coast.

Time Frame:

January 1, 2001 - March 31, 2001

Budget Parameters:

\$20,000

Key Characteristics:

Preferred Location:

Zip Code: 02107

City: Boston

State: MA

Region: NE

Closest Major Market: Boston

Additional Qualifications:
Sponsor will only accept proposals with pricing information

Preferred Property

Type:



Festivals/Events

This RFP was distributed only to those Property Owners who meet target parameters

Fig. 10

RFP From Anonymous Buyer

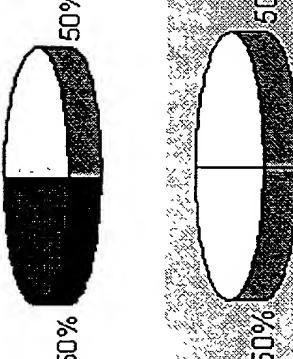
My Sponsorwise > RFP Board > RFP

[Overview](#) | [Audience Description](#) | [Marketing Opportunities](#) | [Contact Information](#)

Attending Audience: 55,000+
Expanded Audience: 250,000
Reached by media
promotion and PR.

Audience Keywords: fine dining, jazz, visual arts, young, professional

Household Income:



Income Range	Percentage
Under \$25,000	50%
\$25,000 - \$39,999	50%

Age:



Age Group	Percentage
Young Children (0-12)	50%
Teenagers (13-17)	50%

REPLY TO THIS RFP

This RFP was distributed only to those Property Owners who meet target parameters.

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Jig. 11.

RFP From Anonymous Buyer
My Sponsorwise > RFP Board > RFP

Overview | Audience Description | Marketing Opportunities | Contact Information

Marketing Opportunities: Television
Media
VIP Hospitality
Signage with description windows

This RFP was distributed only to those Property Owners who meet target parameters.

REPLY TO THIS RFP

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Jig. 12.

RFP From Anonymous Buyer

My Sponsorwise > RFP Board > RFP

Overview | Audience Description | Marketing Opportunities | Contact Information

REPLY TO THIS RFP

Contact Information Withheld at Buyer's Request

This RFP was distributed only to those property owners who meet target parameters.

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Jig. 13.

Sponsowise | My Sponsowise

Proposal Wizard

Contact Information:

First Name: Last Name:
Title: Company:
Email: Phone: Fax:
Street Address: Apartment/Suite:
City: State, Province or Territory:
Zip/Postal Code: Country:

Property Overview:

Property Name: Link to Property Description:

[Edit Profile](#) [NEXT](#) [CANCEL](#)

[VIEW PROFILE](#) [ATTACH DOCUMENTS](#) [PAYMENT](#) [SEND](#)

Review your profile information. Click the 'Edit' link if changes are needed.

NEXT

Proposal Wizard

[Sponsorwise](#) | [My Sponsorwise](#)

[NEW PROFILE](#)

[ATTACH DOCUMENTS](#)

[PAYMENT](#)

[SEND](#)

Add documents to your proposal. Upload new documents or select documents from your personal filing cabinet.



[UPLOAD](#)
Add a new document



[PERSONAL FILING CABINET](#)
Find a document in your filing cabinet

[PREVIOUS](#)

[NEXT](#)

[CANCEL](#)

[Home](#)

[My Sponsorwise](#)

[Browse](#)

[Search](#)

[About Us](#)

[Contact Us](#)

[Help](#)

[Terms of Use](#)

[PREVIOUS](#)

[NEXT](#)

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Proposal Wizard

[My Sponsorwise](#)

[VIEW PROFILE](#)

[ATTACH DOCUMENTS](#)

[PAYMENT](#)

[SEND](#)

Click "Browse" to find document to upload.

Attachments:

Description (optional)

--	--	--	--	--	--

If you have more than five documents that you would like to upload at one time, you may want to batch them into a Zip file. Our system will automatically unzip them and show all the documents from them on the next screen.

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[My Sponsorwise](#)

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Proposal Wizard

[My Sponsorwise](#)

[VIEW PROFILE](#)

[ATTACH DOCUMENTS](#)

[PAYMENT](#)

[SEND](#)

Uploading



Uploading document



Finished Uploading document



Scanning document for viruses

Attached Documents

Description

FirstNet2000.q

Multimedia overview of our Year 2000 celebrations Requires RealPlayer

Financials.xls

Full financial disclosures.

HandyNotes.txt

Tons and tons of letters from happy Sponsors!

File Type

Delete

Real Multimedia

Excel

Text

Delete

Checked

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[Help](#)

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Fig. 17.

My Sponsorwise

Proposal Wizard

VIEW PROFILE ATTACH DOCUMENTS PAYMENT SEND

PREVIOUS NEXT

Add documents to your proposal. Upload new documents or select documents from your personal filing cabinet.

UPLOAD Add a new document

PERSONAL FILING CABINET
Find a document in your filing cabinet!

Attached Documents	Description	File Type	Delete
FirstNight2000.xls	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	Real/Multimedia	<input type="checkbox"/>
Financials.xls	Full financial disclosures.	Excel	<input type="checkbox"/>
HappyNotes.txt	Tons and tons of letters from happy Sponsors!	Text	<input type="checkbox"/> Delete Checked

CANCEL PREVIOUS NEXT

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Fig. 18

Proposewise | My Sponsorwise

Proposal Wizard

REF ID: 10000000000000000000000000000000

RFP Reply Credit Balance: 2 credits available - you may proceed to the next step.

[Purchase Additional Credits](#)

Confirm your payment status

MY PROFILE ATTACH DOCUMENTS PAYMENT SEND

PREVIOUS NEXT

CANCEL

PREVIOUS NEXT

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sponsorwise | [My Sponsorwise](#)

Proposal Wizard

Review and send your proposal. Click the Previous button if you want to make changes. Click Send to release your proposal.

1. Review the RFP you are responding to.

2. Check your attachments.

Attached Documents

Description	File Type
FirstLight2000.xls	Microsoft Excel
Financials.xls	Microsoft Excel
HappyNotes.xls	Microsoft Excel
3. Create a cover note to accompany your proposal (optional)	Text

PENNEW and send your proposal. Click the Previous button if you want to make changes. Click Send to release your proposal.

[PREVIOUS](#) [SEND](#)

[CANCEL](#)

[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#)
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Fig. 20

The screenshot shows a web-based application titled "Proposal Wizard". At the top left is a navigation bar with links: "Sponsorwise", "My Sponsorwise", "VIEW PROFILE", "ATTACH DOCUMENTS", "PAYMENT", and "SEND". A large, bold title "Proposal Wizard" is centered above a main content area. In the center of the content area, there is a message: "Your proposal has been successfully sent. A confirmation page will be sent to your My Sponsorwise page." Below this message is a "COPY" button. The background of the main content area is heavily textured. At the bottom right of the page, there is a footer with links: "Home", "My Sponsorwise", "Browse", "Search", "About Us", "Contact Us", "Help", and "Terms of Use". The footer also includes the text "Copyright © 2000 Sponsorwise, Inc."

Fri. 21.

Sponsorwise | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [My Account](#)

Front Page | [Sponsorship Manager](#) | [RFP Board](#) | [Messages](#) | [My Account](#)

Good Evening
John McKay of
LWD, Inc.

Current Profile:
[West Region Buyer](#)

[Edit Profile](#)

[Create An RFP](#)

[Wise Promotions](#)

[Consulting Services](#)

Search:

Notification

[Proposal Notice Response to your RFP - 01/01/01 Festival](#) [Received](#) Fri 19/2/2000 2:22 PM

[Saved Search: New matches to saved search "Jazz Festivals"](#) Thu 9/21/00 12:45 PM

[Proposal Notice Response to your RFP - Q400 Music Events](#) Wed 9/20/00 7:08 AM

[Saved Search: New matches to saved search "Fitness Competitions"](#) Tue 9/19/00 10:28 AM

FILE

Saved Searches:
[Jazz Festivals](#)
[Music Events](#)
[Fitness Competitions](#)

Favorites

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Proposal Viewer

My Sponsorwise > RFP Board > RFP > Proposal



FirstNight Boston 2001
Cover Note From Property Owner:
Thank you for the opportunity to present our FirstNight Boston sponsorship opportunities. FirstNight Boston is the largest New Year's celebration in North America featuring theatre, dance, fireworks and much more. Please note that the attachments below provide additional information - the Excel spreadsheet contains full financial disclosures.

Please click here to view our Sponsorwise Property Listing

Attached Documents **Description** **File Type**

FirstNight2000.xls	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	Real Multimedia
Financials.xls	Full financial disclosures.	Excel
HappyNotes.txt	Transactions of letters from happy Sponsors	Text

Fig. 23

[sponsowise](#) | [My Sponsowise](#) | [Browse](#) | [Search](#) | [About Us](#) | [Feedback](#) | [Help](#) | [ADD TO FAVORITES](#)

Property Listing
[Browse](#) > [Festivals/Events](#) > [Property](#)

[FrontPage](#) | [Event Description](#) | [Inventory](#) | [Contact Information](#)

FirstNight Boston 2001



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Jig. 2A.

Sponsorwise | My Sponsorwise | Browse | Search | About Us | [?](#)

Property Listing
Browse > Festivals/Events > Property

[Front Page](#) | [Event Description](#) | [Audience Description](#) | [Venue](#) | [Contact Information](#)

Name: First Night Boston 2001

Years in Existence: 24

Property Type:  Festival Events

Attending Audience: 3,000,000

Expanded Audience: 5,000,000

Key Characteristics:     

Event Summary: First Night Boston is the largest New Year's celebration in North America. First Night is an exciting city-wide arts festival featuring theatre, dance, visual art, family entertainment, large-scale ice sculptures, the First Night Grand Procession, fireworks and much more.

Event Date(s): December 30, 2000 - January 2, 2001

Venue Location: Zip Code 02207 City Boston
Region Northeast Closest Major Market Boston

Sponsorship Price Range: \$2,000 - \$200,000

This RFP was distributed only to those property owners who meet target parameters.

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Fig. 25.

sponsorwise | My Sponsorwise | [Browse](#) | [Search](#) | [About Us](#) | [Contact Us](#) | [Help](#) | [Terms of Use](#)

Property Listing

[From Page](#) | [Event Description](#) | **Audience Description** | [Inventory](#) | [Contact Information](#)

Attending Audience: 3,000,000

Household Income:

10%	5%	5%	5%
15%	30%	30%	30%

Age:

7%	3%	5%	10%
50%	25%	25%	5%

Gender:

50/50

Audience Description: First Night attracts a diverse population from families and kids to seniors. The majority of the audience enjoy fine arts (jazz, classical music) and live entertainment.

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[ADD TO FAVORITES](#)

Property Listing

Browse > Festivals/Events > Property

[Front Page](#) | [Event Description](#) | [Audience Description](#) | [Inventory](#) | [Contact Information](#)

Marketing Opportunities: TV
Print
Live Entertainment
Exclusivity
Booth Display
Surge
Hospitality
Merchandising
Radio

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ADD TO FAVORITES

Property Listing

Browse > Festivals/Events > Property

[Front Page](#) | [Event Description](#) | [Audience Description](#) | [Inventory](#) | [Contact Information](#)

Contact: **Dave Sullivan**

Phone: 617-357-0065

Email: dsullivan@firstchill.com

Address:

Contact Us | **Help** | **Terms of Use**

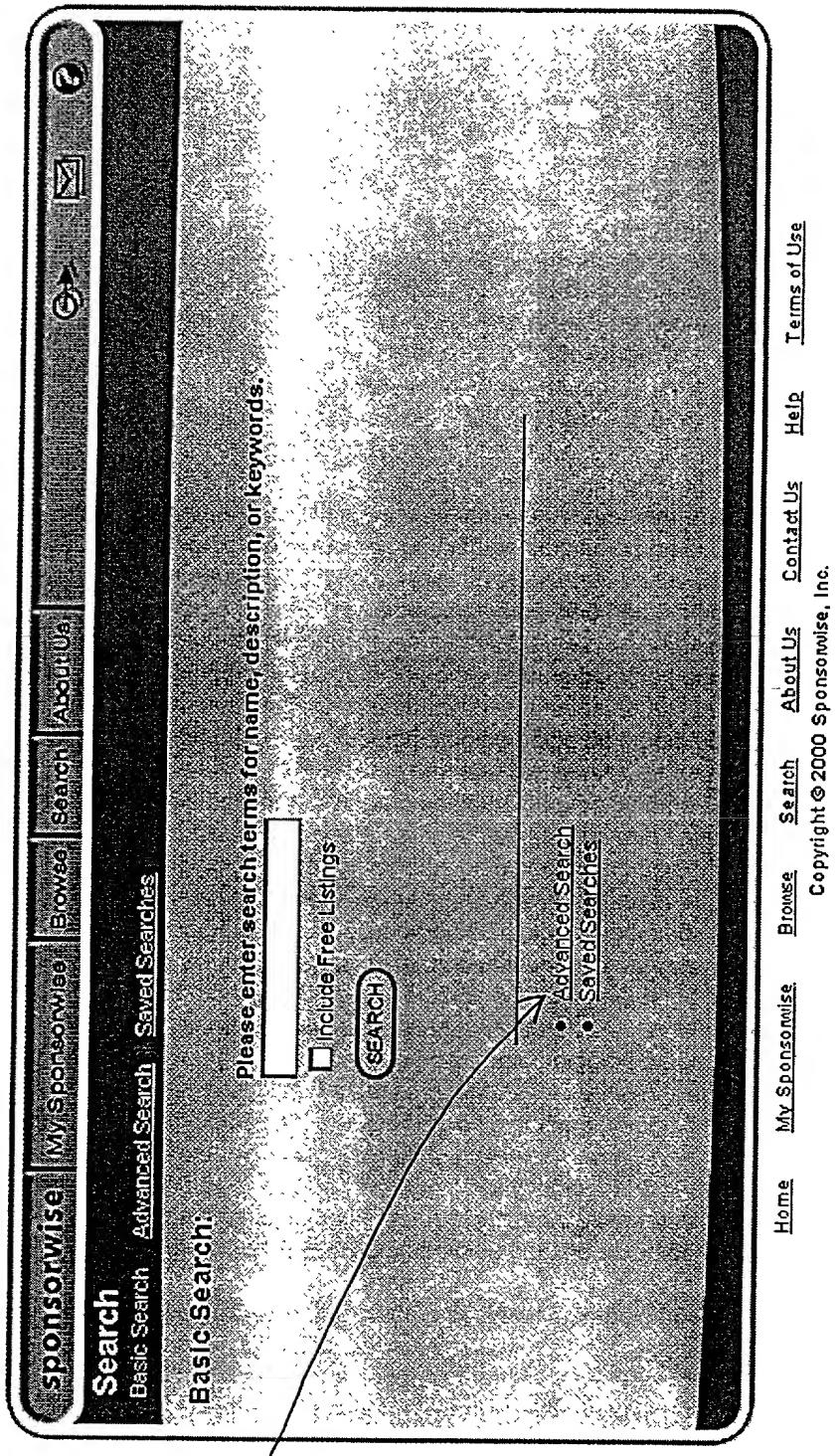


Fig. 29

Sponsorwise | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [Help](#) | [Contact Us](#) | [Terms of Use](#)

Search

[Basic Search](#) | [Advanced Search](#) | [Saved Searches](#)

Advanced Search:

Name, Description, or Keywords:

Include Free Listings

Event Type:

All

Minimum Desired Household Income: (or majority of audience)

Select Minimum Income

Desired Age Range:

From: To: Select Year Select Month Select Year Select Month Select Year

Gender:

Reach more males
 Reach more females
 Reach both males and females

Formality of audience:

Select Age Range

SEARCH

Saved Searches

Links

- [BasicSearch](#)
- [SavedSearches](#)

[Home](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [Contact Us](#) | [Help](#) | [Terms of Use](#)

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Fig. 30

Please select event characteristics for your search.

FESTIVALS / EVENTS:

<input type="checkbox"/> Youth	<input type="checkbox"/> Educational	<input type="checkbox"/> Gay & Lesbian	<input type="checkbox"/> Religious	<input checked="" type="checkbox"/> Celebrity Potential	<input type="checkbox"/> Food & Drink	<input type="checkbox"/> Family-Oriented	<input type="checkbox"/> Civic Pride
<input type="checkbox"/> Nature Oriented (Outdoors)	<input type="checkbox"/> Live Music/Entertainment	<input type="checkbox"/> Media Co-sponsor	<input type="checkbox"/> TV Coverage	<input type="checkbox"/> Snob Appeal	<input type="checkbox"/> Shopping opportunity		
<input type="checkbox"/> Sports: Team	<input checked="" type="checkbox"/> X-treme	<input type="checkbox"/> Racing	<input type="checkbox"/> Motor Sports	<input type="checkbox"/> Road racing			

My Sponsorwise | [Browse](#) | [Search](#) | [About Us](#) | [Help](#) | [Terms of Use](#)

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Sponsowise | My Sponsowise | Browse | Search | About Us | Help | [FAQ](#) | [Email](#) | [Feedback](#)

Search Advanced Search Saved Searches

Basic Search

Advanced Search

Name, Description, or Keywords:

Include Free Listings

Event Type: All

Key Characteristics: Add

Dates: From: To:

Minimum Desired Household Income for majority of audience:

Desired Age Range Form/Job or Audience:

Gender: Reach more males Reach more females Reach both males and females

[Saved Searches](#)

• Basic Search
• Saved Searches

[Home](#) [My Sponsowise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#)

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Fig. 32.

sponsornwise | My Sponsornwise | Browse | Search | About Us | [Logout](#) | [Help](#) | [Contact Us](#) | [About Us](#) | [Search](#) | [Browse](#) | [Logout](#) | [Help](#) | [Contact Us](#)

Search

[Basic Search](#) | [Advanced Search](#) | [Saved Searches](#)

Advanced Search:

Name, Description, or Keywords:

Include Free Listings

Event Type: All

Minimum Desired Household Income (or majority of audience) \$40,000 - \$49,999

Desired Age Range: Formal adults | Mature Adults (36-55) | All

Gender: Reach more males | Reach more females | Reach both males and females

Dates: From: June To: September 2001

Results:
Sorry, no results were found.

[SEARCH](#) | [Saved Searches](#)

[Home](#) | [My Sponsornwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [Contact Us](#) | [Help](#) | [Terms of Use](#)
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Fig. 33

Save Your Search

Please enter unique name for your search.

Enter Search name

Run search continuously and notify me of new matches

OK CANCEL

[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Help](#) [Terms of Use](#)

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[Sponsorwise](#)

Save Your Search

[My Sponsorwise](#)

[Browse](#)

[Search](#)

[About Us](#)

[Help](#)

[FAQ](#)

[?](#)

Your search "Summer Family Activity" has been saved.

[OK](#)

[Home](#)

[My Sponsorwise](#)

[Browse](#)

[Search](#)

[About Us](#)

[Contact Us](#)

[Help](#)

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Hig. 34

Jig. 35

Wednesday, October 16, 2000

My Sponsorwise

Front Page | Sponsorship Manager | RFP Board | Messages | My Account

Good Evening
John Smith of
Coca-Cola Company

Current Profile:

Michael Schumacher
Indy 500 - 2001 Season
Convention Center
Las Vegas, NV

Coca-Cola Buyer Create An RFP Wise Promotions Consulting Services

Search:

Notification

File Type Subject Saved Searches: New matches to saved search Received Fri 9/22/00 2:22 PM

Pronostic Notice: Response to your RFP "Q101 Festival" Summer Family Activity Thu 9/21/00 12:45 PM

Proposal Notice: Response to your RFP "Q100 Music Events" Wed 9/20/00 7:08 AM

Saved Search: New matches to saved search "Fitness Competitions" Tue 9/19/00 10:28 AM

FILE

Saved Searches:
Summer Family Activity***
Music Events
Fitness Competitions
Favorites

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fig . 36

sponsowise | My Sponsowise | Browse | Search | About Us | E-mail | [Logout](#)

Search | Advanced Search | Saved Searches

Advanced Search:

Name, Description, or Keywords:

Include Free Listings

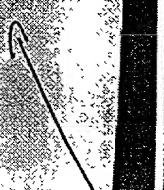
Event Type: All

Minimum Desired Household Income: For majority of audience
\$40,000 - 54,999

Desired Age Range: From: June To: September To: 2001

Gender:
 Reach more males
 Reach more females
 Reach both males and females

Results:

California League Baseball score: 95% 

SEARCH Save This Search

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Property Listing
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California League

Picture Gallery
Click on an image to enlarge.

Jig 38

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Name: California League

Years in Existence: 59

Property Type: Spots

Attending Audiences: 2,000,000

Expanded Audience: 3,300,000

Key Characteristics: Y N F T L C H I P R

Event Summary: The California League is a Class A Minor League Baseball league with 10 teams playing in California. Twenty-five percent of major league players have played in the California League.

Event Date(s): April 2000 - September 2000

Venue Location: Zip Code NA City NA Region West Closes Major Markets SF & LA

Sponsorship Price Range: \$10,000 - \$100,000

This RFP was distributed only to those Property Owners who meet target parameters.

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Fig. 39

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ADD TO FAVORITES

Attending Audience: 3,000,000

Household Income:

A donut chart illustrating the distribution of household income for the attending audience. The chart is divided into four segments: 15% for Under \$25,000, 19% for \$25,000 - \$39,999, 19% for \$40,000 - \$54,999, and 20% for \$55,000 - \$74,999.

Income Range	Percentage
Under \$25,000	14%
\$25,000 - \$39,999	19%
\$40,000 - \$54,999	20%
\$55,000 - \$74,999	19%
\$75,000 - \$99,999	15%
\$100,000 - \$149,999	13%
\$150,000+	13%

JJ AD

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Property Listing

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From Page: Event Description | Audience Description | Inventory | Contact Information

Marketing Opportunities:

- TV
- Radio
- Print
- Internet
- Direct Mail
- Exclusivity
- Booth Display
- Signage
- Hospitality
- Merchandising

Individual opportunities:

- Hot Day: \$10,000, 20,000 given away
- Backpack Day: \$25,000, 10,000 given away

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[Browse](#) > [Sports](#) > [Property](#)

Contact: PeteThureson

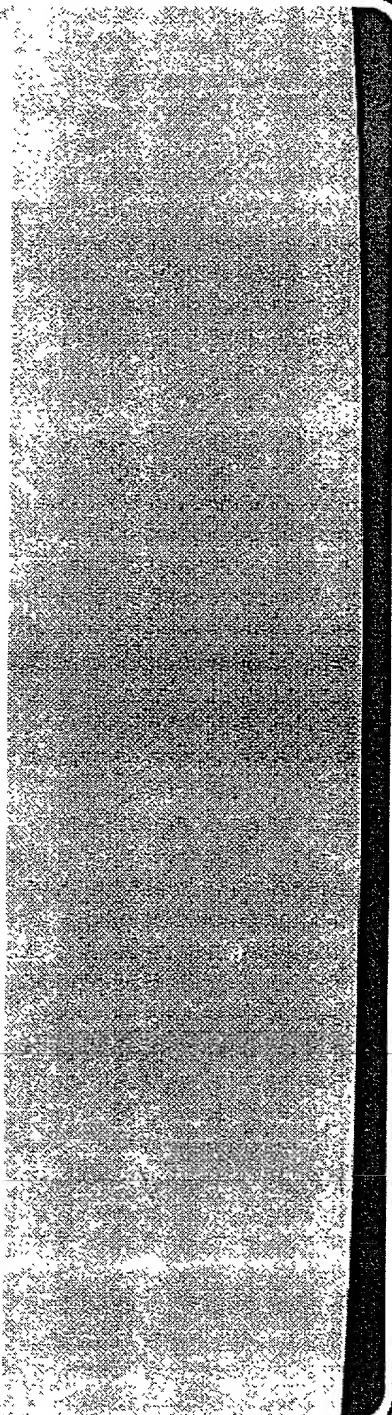
Title: Director of Marketing

Phone: 408-369-8038

email: thursty1@calleague.com

Address:

[Event Page](#) | [Event Description](#) | [Audience Description](#) | [Inventory](#) | [Contact Information](#)



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Wednesday, October 18, 2000



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California League](#)

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Notification

File Type Subject
 UnsoldInventory/TwoweekNotice/BackPackDay
 Saved Search: New matches to saved search "2001 Events"
 RFP AutoSearch has found an RFP that matches your profile
 RFP: Auto Search has found an RFP that matches your profile

FILE

Received
Fri 9/22/00 2:22 PM
Thu 9/21/00 12:45 PM
Wed 9/20/00 7:08 AM
Tue 9/19/00 10:28 AM

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Jig A2

Jig A3

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Wise Promo Wizard

Select promotion(s) to maximize your exposure to buyers.

Wise Promo Options:



Wise Buys List your unsold and one-of-a-kind inventory to buyers looking to supplement their Sponsorship holdings. Wise Buys will be viewable under its own category by all Sponsorwise visitors who browse Sponsorwise. In addition, appropriate Buyers will be notified when your offering matches their interests.

Specifications & Restrictions: By enrolling your property in the WiseBuy's program, you agree to decrease the price by 10% from the latest listing price and to decrease the price by an additional 2.5% per day until property is liquidated. [Click here for more information.](#)



Banner Ads Maximize exposure to the Sponsorwise community with premium placed advertising messages and create a call to action. A powerful way to make sure your message is heard.

Specifications: Banner ads measure measure up to 475 pixels x 175 pixels. A graphic (JPEG or GIF) must be supplied for upload at the time of sign-up. [Click here for more information.](#)



Featured Selections Draw attention to your offering and be seen as a featured selection at the top of category Browse pages. A greater showcase to highlight your opportunity and stand out from the crowd. **Specifications:** Featured Selections measure 100 pixels x 100 pixels. A graphic (JPEG or GIF) must be supplied for upload at the time of sign-up. [Click here for more information.](#)



PROMO TYPE

WISE PROMO SET-UP

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Frig. 4A

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Browse

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FEATURED PROPERTIES

WISE BLUES

CAUSES

WEBSITES

TRADE SHOWS

CONFERENCES

SPORTS ASSOCIATIONS

SEMINARS

CORPORATE EVENTS

NAMING RIGHTS

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ATHLETES & ENTERTAINERS

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J. J. AJ

Sponsorwise

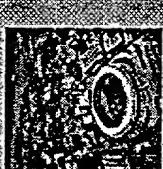
Wise Buys

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Search

②

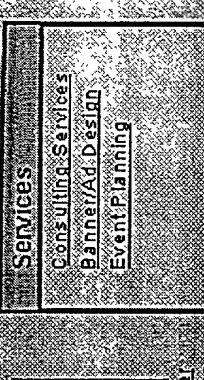
③



Sports Stadium
St. Louis MO



Convention Center
Las Vegas NV



Sports Bar

Services

- Consulting Services
- Banner Ad Design
- Event Planning

Price

Date

Inventory

Property

The SoFA Music Experience is a weekend long event showcasing new music technology, local, regional and national caliber bands and Silicon Valley companies active in the digital music revolution.

VIP Party Sponsorship - Exclusive sponsorship of the VIP Party, on-site promotional opportunity, on-site signage

Outdoor Stage Sponsorship - Naming rights to open outdoor stage, on-site opportunity, on-site signage admission to all event functions

T-shirt Sponsorship - Exclusive sponsorship of event T-shirt, logo inclusion on T-shirt, admission to all event functions.

Bravozzo Sponsorship - Logo inclusion on all collateral, use of logo cups, on-site opportunity, and on-site signage

Corporate Sponsorship - 10' x 10' booth Inside Saturday Expo, 10' x 10' booth at Sunday Festival, signage opportunity, admission to all event functions

Expo Sponsorship - 10' x 10' booth at Saturday Expo, signage opportunity inside Expo

Hat Day - Official, high-quality CBL hats with your company logo to be distributed to the first 2000 kids at the last home stand of each of 10 California League teams

The California League is a Class A Minor League Baseball league with 10 teams playing in California. Twenty-five percent of major league players have played in the California League. Baseball for purists. The league averages 2,000,000 per season.

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John Smith of
Coca-Cola Company

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Saved Searches:

 [Summer Family Activity](#) [Proposal Notice: Response to your RFP "Q1'01 Festivall"](#) [Proposal Notice: Response to your RFP "Q4'00 Music Events"](#) [Saved Search: New matches to saved search "Fitness Competitions"](#)

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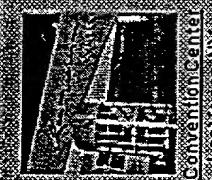
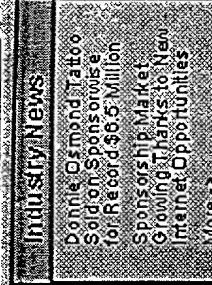
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Michael Schmidhofer
Conveniences
LAWYER/ATTORNEY
1/23/01 New York

Notification

- [Saved Search: New matches to saved search "Fitness Competitions"](#) Fri 9/22/00 2:22 PM
- [Summer Family Activity](#) Thu 9/21/00 12:45 PM
- [Proposal Notice: Response to your RFP "Q1'01 Festivall"](#) Wed 9/20/00 7:08 AM
- [Proposal Notice: Response to your RFP "Q4'00 Music Events"](#) Tue 9/19/00 10:28 AM

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Consulting Services

Search:

Saved Searches:

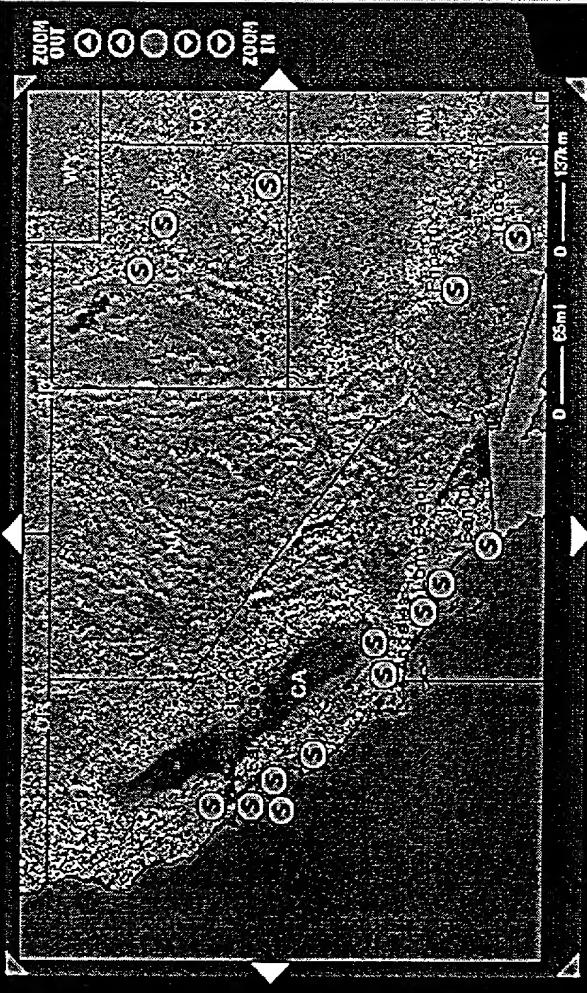
Summer Family Activity

Music Events

Fitness Competitions

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Jig AE

Jig A3

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[Coca-Cola Company](#)

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[Wednesday, October 18, 2000](#)

California Sponsorships	
Date	Event
9/20/00 - 10/1/00	Shakespeare in the Park
9/21/00 - 9/24/00	California Bluegrass & Cowboy Music Festival
9/22/00 - 9/24/00	International Jazz Festival
9/22/00 - 9/24/00	San Francisco Blues Festival
9/22/00 - 9/23/00	World Music Festival
9/23/00 - 9/24/00	10th Annual International Friendship Festival
9/29/00 - 10/1/00	California International Airshow
10/5/00 - 10/15/00	Mill Valley Film Festival
10/6/00 - 10/8/00	Fleet Week
10/6/00 - 10/8/00	The Great Temecula Tractor Race

Location	
Golden Gate Park	San Francisco, California, USA
Plymouth	California, USA
Santa Barbara	California, USA
Great Meadow	Fort Mason
Chico	California, USA
El Cajon	California, USA
Stallines	California, USA
Various Locations	Mill Valley, California, USA
Pier 39	San Francisco, California, USA
	Temecula, California, USA

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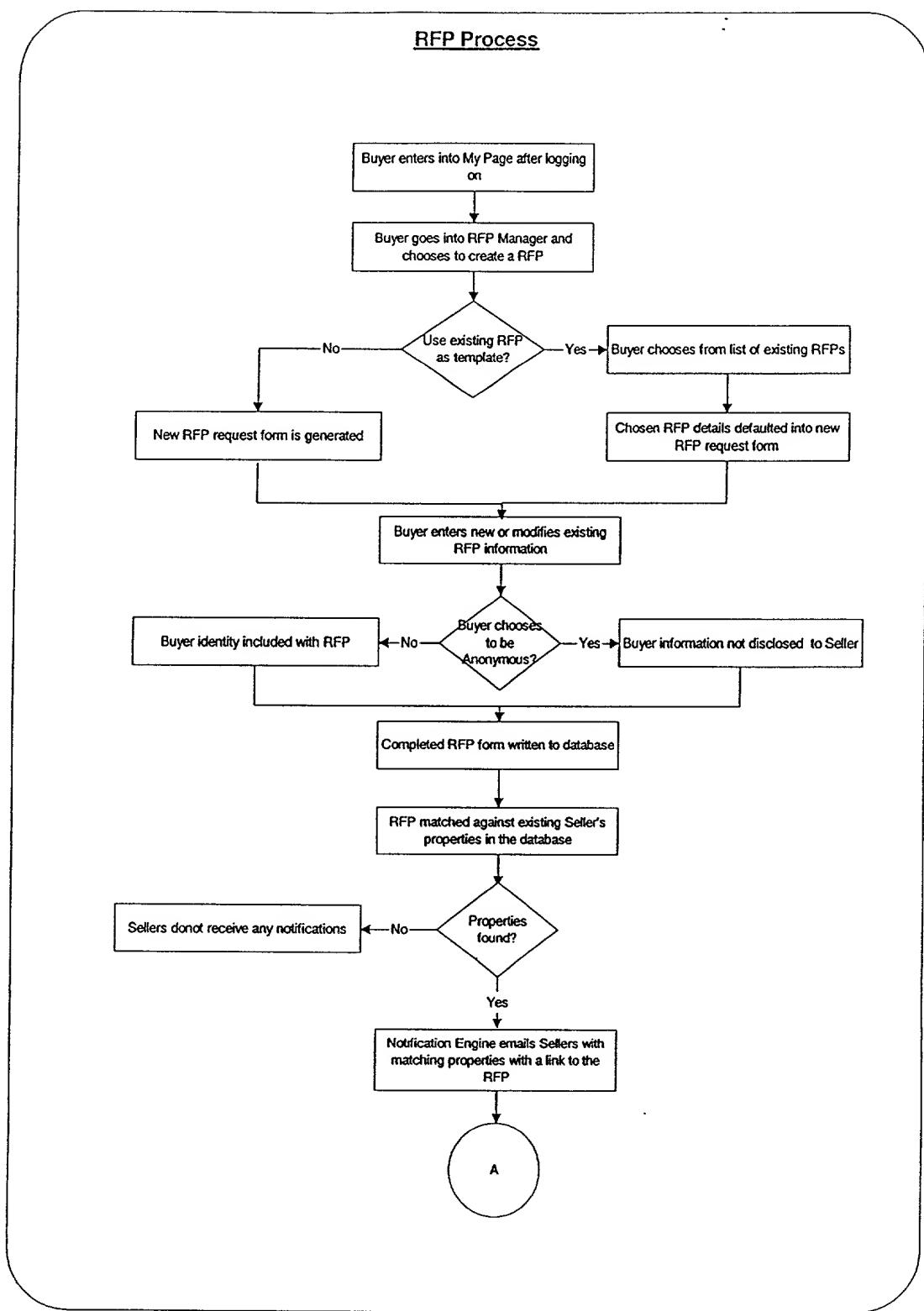


Fig. A9

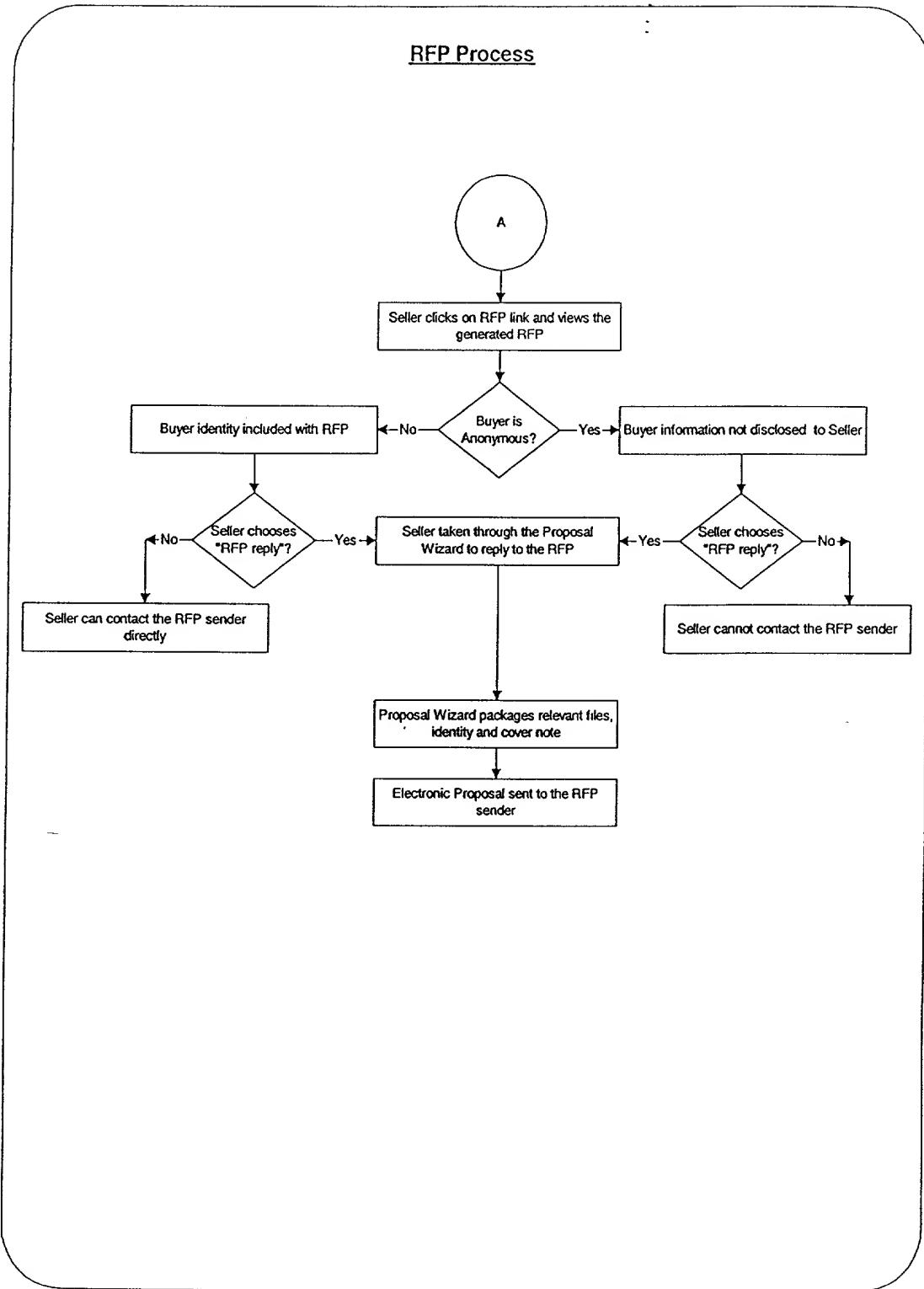


Fig. 50